



**SHALIMAR
PAINTS**

Shalimar Paints, Country's Oldest Paint Company, Strengthens Presence in Eastern Uttar Pradesh

Launches New Emulsions and Primers Tailored for the Region

Lucknow, October 28, 2014: Shalimar Paints Limited, one of India's leading paint manufacturing companies, today announced its plan to strengthen presence in Eastern Uttar Pradesh (U.P.) by launching new products.

Mr. Sameer Nagpal, Managing Director and CEO, Shalimar Paints said, "It's remarkable that we have been present in this region since independence and enjoy strong position in industrial and institutional segments. We see significant opportunity to leverage our legacy and strengths to tap into the consumer business potential to emerge as a strong player in this region."

The country's oldest and iconic paint maker is undergoing a strategic transformation to become a consumer business centric company through increased focus on decorative paints. With 5 depots (Agra, Ghaziabad, Kanpur, Lucknow and Varanasi) catering to over 600 dealers, Shalimar sells in major cities and towns of U.P.

Mr. Nagpal added, "Consumers in this market are now demanding more benefit and value from their paint. To offer enhanced value, we are launching new products which are an outcome of significant investment we have made in consumer research. We are also strengthening our dealer and distribution network to service our consumers better. These initiatives will help expand our presence in the region and improve our share of the market."

Shalimar's new launches include products that strengthen walls from inside, while providing beautiful, long-lasting finishes on the outside. The newly launched **No. 1 Silk interior emulsion** offers superior washability, smooth matt finish and excellent coverage. **Super Shaktiman exterior emulsion** with silicon additives offers excellent durability and protection against all climatic conditions. The emulsions are perfectly complimented by **No. 1** and **Shakti primers** that offer superior protection to walls and ensure better finish of the top coat.

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